

The Promotional Mix

Chapter 17.1

Name _____ Period _____

1. Define Promotion:
2. A combination of the different types of promotion is called the
3. What type of promotion does a business use to convince potential customers to buy products from them and not their competitors?
4. What type of promotion does a business use to create a favorable image for itself?
5. List the four basic types of promotion:
 - 1.
 - 2.
 - 3.
 - 4.
6. What type of selling is the largest form of promotion?

What is required in this type of promotion?
7. Define Advertising:
8. All marketing activities, other than personal selling, advertising, and public relations is called
9. Public relations refers to:

10. A specific kind of public relations that involves placing positive and newsworthy information about a business, its products, or its policies in the media is called

11. What is an advantage of publicity?

What is a disadvantage of publicity?

12. What is the principal function of publicity?

13. Each type of promotion is designed to complement the other types. What specifically does each do?

Advertising

Public Relations

Sales Promotion

Personal Selling

14. What are some of the responsibilities of a marketing department in a large company?

a.

b.

c.

d.

e.

15. What is a "Push Policy"?

16. What is a "Pull Policy"?

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